

FIG. 1

DIRECT MARKETING SYSTEM UTILIZING NETWORK

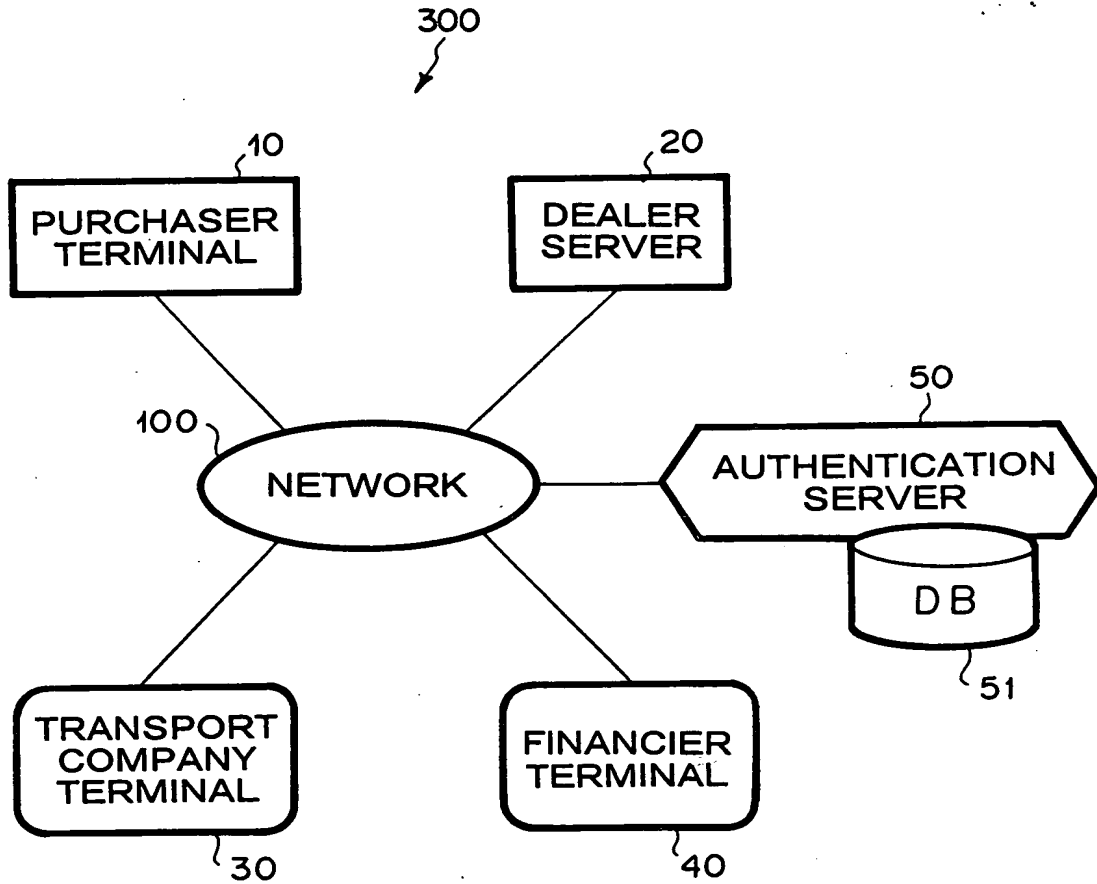


FIG. 2A

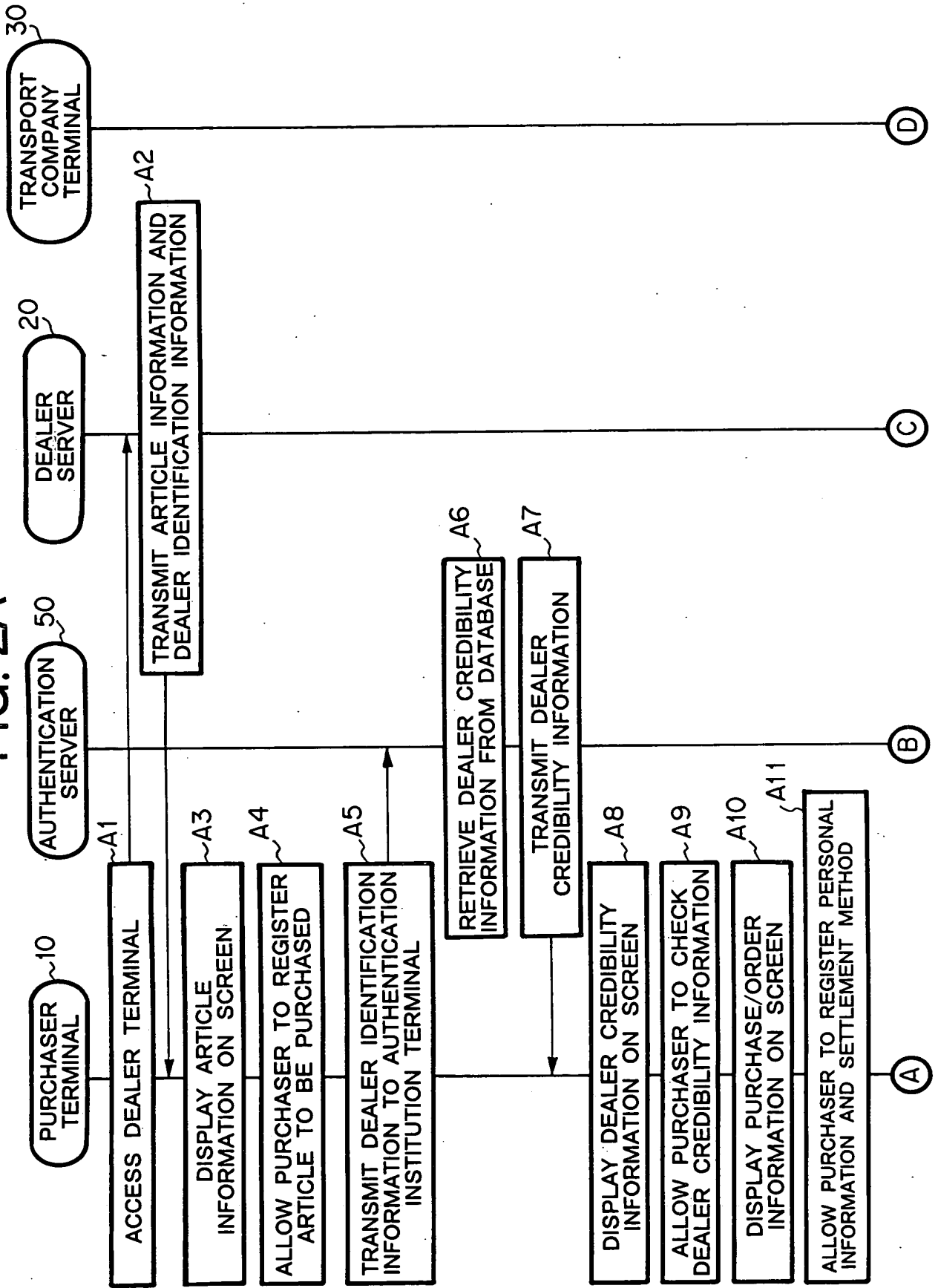
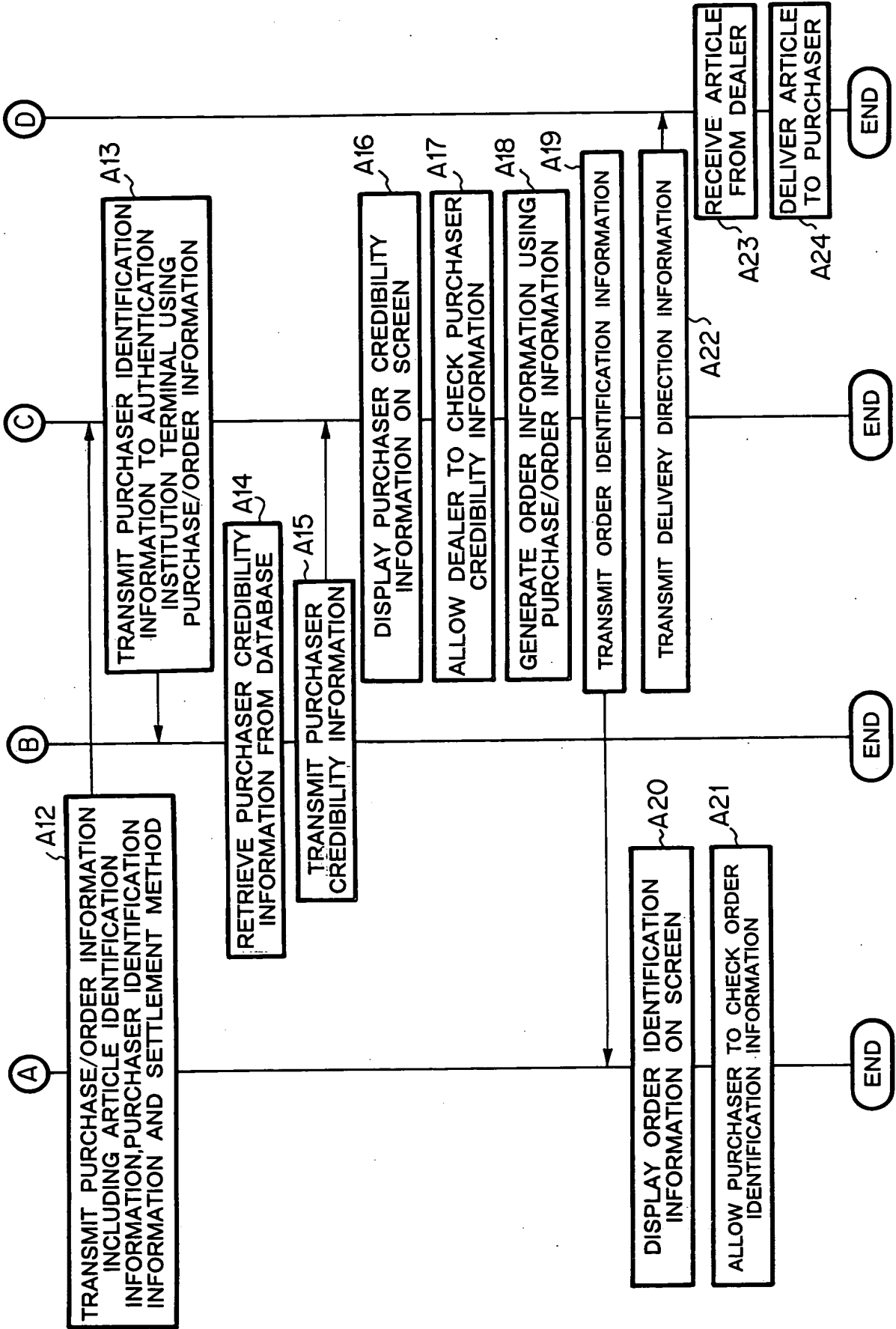


FIG. 2B



THE UNIVERSITY OF MICHIGAN LIBRARY SYSTEM

FIG.3

ARTICLE LIST				
ARTICLE NAME	ARTICLE NUMBER	PRICE	PURCHASE	
COMPACT DISC A	XXXXX1	¥2,500	<input type="checkbox"/>	
COMPACT DISC B	XXXXX2	¥2,800	<input checked="" type="checkbox"/>	
COMPACT DISC C	XXXXX3	¥3,000	<input type="checkbox"/>	
COMPACT DISC D	XXXXX4	¥2,000	<input type="checkbox"/>	
COMPACT DISC E	XXXXX5	¥2,000	<input checked="" type="checkbox"/>	

CHECK CREDIBILITY INFORMATION

TO PURCHASE
↑
PROCEDURES

FIG.4

CREDIBILITY INFORMATION	
DEALER NAME	XY DIRECT
ADDRESS	1-2 XX CHOU CHUOU-KU TOKYO
U R L	www.marubatsu.co.jp
SELLING RECORDS	23,456
NUMBER OF RETURNS	78
DAYS TAKING UNTIL PURCHASER RECEIVES ORDERED ARTICLE	AVERAGE 3.4 DAYS
DEALING STATUS WITH FINANCIAL INSTITUTIONS	NO PROBLEM

FORMERLY A PART OF THE FORMER COMPANY'S BUSINESS

FIG.5

PURCHASE/ORDER INFORMATION		
ARTICLE NAME	ARTICLE NUMBER	PRICE
COMPACT DISC B	XXXXX2	¥2,800
COMPACT DISC E	XXXXX5	¥2,000
TOTAL		¥4,800

ADDRESS	NAME	TELEPHONE NUMBER
1234 XX CHOU YY SHI ZZ PREFECTURE	XX YAMADA	0123-45-6789

PAYMENT METHOD			
<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER	1111-2222-3333-4444	
	VALID UNTIL	2005/12	

SEND

THE UNIVERSITY OF CHICAGO LIBRARY

FIG.6

CREDIBILITY INFORMATION	
ORDERER NAME	XX YAMADA
ADDRESS	1234 XX CHOU YY SHI ZZ PREFECTURE
TELEPHONE NUMBER	0123-45-6789
PURCHASE RECORDS	7
NUMBER OF TIMES OF TRANSFER IN ARREAR	1
NUMBER OF TIMES OF ACCOUNT BALANCE SHORTAGE	0
FINANCIAL INSTITUTION INFORMATION	NO PROBLEM

FIG. 7

CHECK CONTENT OF ORDER			
ARTICLE NAME	ARTICLE NUMBER	PRICE	
COMPACT DISC B	XXXXX2	¥2,800	
COMPACT DISC E	XXXXX5	¥2,000	
TOTAL		¥4,800	
ADDRESS	NAME	TELEPHONE NUMBER	
1234 XX CHOU YY SHI ZZ PREFECTURE	XX YAMADA	0123-45-6789	
PAYMENT METHOD			
<input type="checkbox"/> CASH ON DELIVERY	<input type="checkbox"/> POSTAL TRANSFER	<input type="checkbox"/> BANK TRANSFER	<input type="checkbox"/> PAY AT CONVENIENCE STORE
<input checked="" type="checkbox"/> CREDIT CARD	CREDIT CARD NUMBER	1111-2222-3333-4444	
	VALID UNTIL	2005/12	
			OK

FIG.8
PRIOR ART

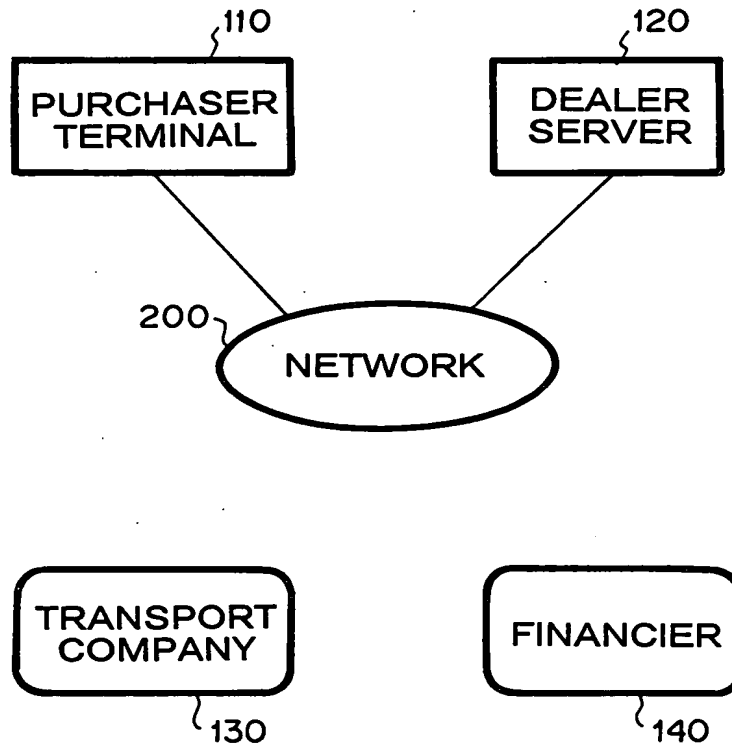


FIG. 8 is a schematic diagram of a network system. The system includes a purchaser terminal (110) and a dealer server (120) connected to a network (200). The network (200) is further connected to a transport company (130) and a financier (140).